

CANADIAN MOVING PICTURE DIGEST

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"All The King's Horses"

WE thought of the humpty-dumpty nursery rhyme when we read of the search for the author of the few beautiful lines of poetry which His Majesty King George VI used in his Christmas broadcast, "I said to a man who stood at the gate of the year, 'Give me a light that I may tread safely into the unknown', and he replied, 'Go out into the darkness and put your hand into the hand of God. That shall be to you better than light and safer than the known way'."

As the Empire listened to the King's Christmas message, librarians, journalists, poets and the curious looked through volumes of Kipling, Chesterton, Addison, John Bunyan, and The Bible for the source of those inspiring words so fitting and so appropriate to our day.

The professor of English Literature at Cambridge, Sir Arthur Quiller-Couch, who had edited the Oxford book of English Verse; H. Idris Bell, Keeper of Manuscripts at the British Museum and John Masefield, Poet Laureate of England were unable to discover the author. The search was carried to high places in Canada, The Rt. Hon. Mackenzie King, an authority and lover of poetry, His Excellency, Lord Tweedsmuir (John Buchan), with whose literary works we are familiar, had no suggestions to offer.

The public joined the field of Arts & Letters in the treasure-hunt, but it remained for the British Broadcasting Corp. over which network His Majesty gave his Christmas message to discover the author.

Miss Minnie L. Haskins, wrote the poem twenty-five years ago. She is said to be a retired tutor living at Crowborough, in Sussex.

A Mrs. J. C. Allen of Clifton, Bristol, wrote a letter to the London Times Sept. 9th of this year in which she quoted the words which closed His Majesty's Christmas broadcast, but did not name the author.

The author heard a news broadcast of the quotation and recognized the words as her own.

And now, that the search is over, and an unknown star is discovered, perhaps we will catch a glimpse of Miss Haskins in The March of Time, or some enterprising showman may secure the picture rights to Miss Haskins' first book published in New York by Alfred Knopf in 1928, called, "Through Beds of Stone".

In Toronto, Educationalists, headed by Dr. H. J. Cody, the latter who said that the quotation was one of the most beautiful examples of English prose, all were questioned as to authorship.

In Motion Pictures the quest is always for something new, someone of public interest, a marching with the times. An Empire of nations heard the King's broadcast, and the people of other nations also listened in, with thousands and thousands interested in the poem and author. So what are we waiting for!

The poem in its complete form, written in 1914, by Miss Haskins is, "I said to a man who stood at the gate of the year, 'Give me light that I may tread safely into the unknown', and he replied, 'Go out into the darkness and put your hand into the hand of God. That shall be to you better than light and safer than the known way'. So I went forth and finding the hand of God trod gladly into the night. And He led me toward the hills and the breaking of the day in the lone East.

"So heart be still
What need our little life,
Our human life to know,
If God hath comprehensions?"

The Digest gives you this poem fit for a King and his people, as its New Year's message; may your hearts be light for the New Year's work, and may we win health for our bodily comfort, prosperity for our peace of mind and Victory for the salvation of Mankind.

—Editor.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

Season's Greetings



*Best Wishes
for Christmas and
the New Year*

FROM

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THIS IS OUR YEAR

RAY PRESENTS



HELLO, 1940. I greet you, and as I give you a cheery welcome, I remember that it is leap year, because you can divide four into 1940; and that was what I was taught at school to do to find leap year.

You know the quotation, "Man proposes and God disposes", but when woman proposes, as is her privilege in leap year, God does not interfere because marriages are even made in heaven.

However, for my leap year proposal, I am proposing a different kind of marriage, an association of Canadian film veterans, the pioneers of motion pictures.

We, who grew up with motion pictures in Canada, know something about this business. You, pioneers, who do the least talking and who know more about motion pictures than the loudest of our speakers, should be seen and heard.

GLAD to hear from pioneer Tom Daley, of the Imperial, Toronto, eligible for membership, George Cook, of the Regent Theatre, Picton, Ont., who started in the picture business at Brockville, Ont., in 1906 and came to Picton in 1908 as an exhibitor, just thirty-four years of motion pictures.

Glad to hear from R. J. Macadam of the Casino, Halifax, N.S., who has been an exhibitor for more than thirty-two years. Mr. Macadam opened the first motion picture theatre in Nova Scotia, Alexander Hall, Sydney, on May 24th, 1907, and has been an exhibitor ever since.

While we are becoming reminiscent, I am reminded that Tom Daley cranked his first machine on May 24th, 1907, at the Unique Theatre, St. John, N.B., with the Bennett Theatrical Enterprises. Joe Franklin and Myer Herschorn also eligible for membership. Thanks for your applications. The list in Toronto includes such old timers as Frank Myers (RKO) Clair Hague, Empire-Universal, Clarence Robson, Jack Arthur, Jerry Shea, Sam Lester, J. A. Boyd, Bert Wainright, etc., etc., the list is a surprisingly lengthy one and includes distributors and exhibitors, not overlooking Oscar Hanson, the Allen family, Louis Rosenfeld, all of whom are already members of the American Pioneer Club.

THE Canadian Pioneer Film Club will best serve our interests here, and regardless of a membership in the U.S. Pioneer Club, founded by Jack Cohn of Columbia Pictures, Canadians are still eligible and should join the Canadian Club, for this Club may not only be a service for our enjoyment and for our social amenities, but for our convenience and in the public interest.

Some letters which we have received are from exhibitors who have been in the film business twenty years, but these are not eligible for membership in the twenty-five year pioneer club, however, we may have an affiliated association for members of twenty years.

Please let me hear from you as I am preparing to call our first luncheon meeting. Pioneers get your credentials ready to prove your vintage; and do a little thinking because each member will tell a story of ye good old times; and the best story gets the "kitty".

I AM expecting to hear from the ladies, don't worry about the time limit, remember life begins at forty, and even Chase and Sanborn are obliged to date their coffee, besides in the Pioneer Club there will be no vaunting of youth, the older the exhibitor or distributor is the more deference and consideration will he or she receive. This is Pioneers' day, with the young ones on the outside listening in and we old timers expounding axioms, consuming beefsteak and exploring realms where young ones yearn to tread.

Jan. 1st, 1940, approaches, resolve to send in your application for membership in the Canadian Pioneer Film Club, it is a resolution you will be able to keep; and it will help to keep you healthy, wealthy and wise. It is an association we need in Canada, every enterprise has its Rotarian, Kiwanian, Arts & Letters Club, Press Clubs,, etc., etc., and we of the Film Business, one of the leading Industries and Arts of the World have no National Club in Canada for our Enjoyment and for Service.

The Film Industry in Canada is eligible for a pioneer's recognition, let us recognize our own worth, our contribution to our country that others may know our worth and give consideration to its service also. Let us also meet to talk shop, for pure enjoyment and the happiness of ye old time memories.

Remember, J. J. Allen and Jule Allen when you had a shooting gallery at Calgary? Raymond Allen was then an infant in arms, and J. J., whom I first met at that time, was such a young father. The many friends of J. J. Allen will be happy to hear that following a recent relapse, Mr. Allen is on the way to good health again.

BUT, I must not tell tales out of school, I must save my stories for the Beefsteak roundup, which reminds me of Ben Cronk, come on in, Ben, you're no chicken in the Film Business, you did a Turkey-In-The-Straw barn dance as a showman when the film was flickering and sputtering across the white sheet of enterprise in those days of film pioneering.

Good-bye 1939, hello 1940. Hitler played Santa Claus we are told to his soldiers giving them Christmas presents. He celebrated the birth of a Teacher, a Jew, Immortalized as The Prince of Peace. This will give you an idea how weak is the Offensive against Religious Beliefs and Traditional Customs. Take off your false whiskers Hitler and get off French soil, for the 1940 presents which we Britishers have for you will need no whiskers for our disguise.

(Continued on Page 7)



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The Year's Ten Best



"JAY L"

ONCE more, as the Old Year staggers out, and the New Year swims in, there falls on these shoulders, the thankless task of selecting ten screen productions, which, this reviewer believes, stood head and shoulders above their compatriots during the past twelve months. In addition, this year I have had the temerity to imagine for the moment that I was a member of the Academy of Motion Picture Arts and Sciences, and had to vote on the best performances by a star, both male and female, the best performances by a supporting player, both male and female, and the best direction of the year. It is interesting to note that in the final analysis Metro-Goldwyn-Mayer has three pictures listed among the Best Ten, more than any other company, but Leo has failed to appear among the individual efforts selections. Selections of pictures have been made alphabetically, and not in order of merit.

"Bachelor Mother" (RKO Radio).

"Dark Victory" (W-B First National).

"Dodge City" (Warner Bros.).

"Four Feathers" (Korda-U.A.).

"Goodbye, Mr. Chips" (M-G-M British).

"Gunga Din" (RKO Radio).

"Mr. Smith Goes To Washington" (Columbia).

"Pygmalion" (M-G-M-British).

"Stanley and Livingstone" (20th Century-Fox).

"The Women" (M-G-M).

Best performance by a feminine star—Bette Davis (*"Dark Victory"*).

Best performance by a masculine star—James Stewart (*"Mr. Smith Goes to Washington"*).

Best performance by a feminine supporting players—Maria Ouspenskaya (*"The Rains Came"*).

Best performance by a masculine supporting player—Brian Aherne (*"Juarez"*), and Ralph Richardson (*"Clouds Over Europe"*)—jointly.

Best direction—John Ford (*"Stagecoach"*).

"BACHELOR MOTHER"

THIS was RKO Radio's brilliant successor to *"Vivacious Lady"*. It returned Ginger Rogers to the ranks of the comedienues, established David Niven as a star of major proportions, and raised the "boy wonder" director, Garson Kanin to the pinnacle of fame. Made exclusively for laughs, it featured some riotously suggestive lines and situations, great performances by the stars, and excellent support of Charles Coburn, E. E. Clive, Ferike Boros and Frank Albertson.

"DARK VICTORY"

OUTSTANDING feature of this production was, of course, the performance of the star, Bette Davis. In regard to this, when reviewing the picture last April, I wrote "Bette Davis scores the greatest triumph of her entire screen career. Her performance is not only the finest SHE has ever given, but it is among the greatest, if not THE greatest, in the annals of filmdom". I see no reason to retract a single syllable. Additionally fine work was contributed by Geraldine Fitzgerald—making her screen debut, George Brent and Humphrey Bogart. Edmund Goulding directed.

"DODGE CITY"

MANY may question the rights of a "glorified Western" to be listed alongside such high-brow films as *"Pygmalion"* and *"Dark Victory"*, but *"Dodge City"* contained so much genuine entertainment, was filmed in such beautiful Technicolor, and incidentally, did so much business, that I feel it belongs among the exalted Ten. It starred Errol Flynn, Olivia de Havilland and Ann Sheridan, with Alan Hale, Bruce Cabot, Victory Jory and Frank McHugh, and was directed by Michael Curtiz.

"FOUR FEATHERS"

WAY back in August I saw the talkie version of A. E. W. Mason's great novel of British heroism, *"Four Feathers"*, as produced by Alexander Korda. A rave-review as follows: "Here is a truly magnificent British picture, produced in Technicolor on a vast scale, with thousands of extras, and a budget of well over a million dollars. Although the cast is most competent, and Ralph Richardson is outstanding, even his great effort is buried beneath the splendor of the canvas against which the action is portrayed, and the spectacle of the battle scenes". 'Nough said!

"GOODBYE, MR. CHIPS"

JAMES HILTON'S novel, *"Goodbye, Mr. Chips"*, produced by Victor Saville in England, with American Sam Wood directing, brought to the screen a strange haunting charm, tenderness and appeal, that in reading the book one would never have thought possible. A great book, yes, but where was the motion picture material and appeal I thought as I read the book. Who would want to see a picture in which the principal character was a doddering old English schoolmaster? Well, it seems that millions of Americans and Canadians wanted to see this doddering old schoolmaster, for the picture is among the biggest grossers of the year. Besides endowing Robert Donat with another great part, like *"The Citadel"*, *"Goodbye, Mr. Chips"* introduced us to Greer Garson, an English lovely, who is now making flickers at Metro's Culver City plant.

"GUNGA DIN"

KIPLING'S legendary hero hit the screen with a crescendo of trumpets and rolling of drums, that could be heard from Hollywood to New York. Opening engagements were in the strictly "colossal" category, and subsequent runs showed even better. Here was a money picture, if ever there was one. Co-starring a happy trio of masculine charm and brawn, namely Messrs. Victor McLaglen, Gary Grant and Douglas Fairbanks, Jr., *"Gunga Din"* could safely be called a second *"Lives of a Bengal Lancer"*. Humorous, when humour was required, tragic when pathos was injected, *"Gunga Din"* packed more actionful entertainment into its two hours, than any other picture of the current season.

"MR. SMITH GOES TO WASHINGTON"

WITH this picture, Frank Capra and Columbia came to the parting of the ways, after a most profitable association—for both—during the past few years. As his parting gift, Capra produced *"Mr. Smith Goes To Washington"*, which in the United States at least, is considered one of his best efforts, if not THE best. In it, James Stewart gave his greatest performance since his career began, a performance deserving the highest recognition. Co-starred with Stewart was Capra's favorite leading lady, Jean Arthur, while Thomas Mitchell, Claude Rains and Harry Carey headed a brilliant supporting cast. Democratic in theme, it enjoyed extended runs in a host of situations.

Best Pictures

(Continued from Page 6)

"PYGMALION"

THIS was one of those unique occasions when a movie that was essentially a critics' picture, caught on with the general public. A highbrow English picture, that played to S.R.O. business in the United States and Canada. Cleverly advertised and exploited by M-G-M, with emphasis laid on its eccentric author, the Irish bard George Bernard Shaw, "Pygmalion" did tremendous business, especially in the big metropolitan centers. Leslie Howard, veteran of many American and English films, handled both the stellar assignment and a second assignment of co-director with Anthony Asquith. Wendy Hiller, English newcomer, had the feminine lead and drew the critics' raves. Wilfred Lawson drew praise in a minor role. Gabriel Pascal produced.

"STANLEY AND LIVINGSTONE"

THAT world-famous illustration, "The Meeting of Stanley and Livingstone" was vividly brought to life by Darryl F. Zanuck in this outstanding box-office attraction. With Spencer Tracey, as "Stanley", sharing dramatic honors with Sir Cedric Hardwicke, as "Dr. Livingstone", the picture affords entertainment for young and old. Serious in theme, but with occasional comedy to supply a breather, the picture was spotted with the excellent work of Richard Greene, Nancy Kelly, Walter Brennan, Charles Coburn and Henry Travers, under Henry King's directorial guidance.

"THE WOMEN"

AND finally we come to Metro-Goldwyn-Mayer's Hit of Hits, "The Women", with an all-feminine cast headed by Norma Shearer, Joan Crawford and Rosalind Russell, ably assisted by Paulette Goddard, Mary Boland, Joan Fontaine, Ruth Hussey, and dozens more. Rosalind Russell steals the show, for her's is the outstanding role, and she makes the most of every moment of it. Performances, direction, script, and lavish mounting, all combined to make this one of the year's MUST SEE films. George Cukor directed.

Ray Presents

(Continued from Page 3)

SO here's to the Pioneer Film Club, and to its potential contribution to our country, here's to you my readers, may we have good pictures every one of them a box-office winner, may our picture patrons have a surplus of nickels and dimes and a picture complex that there is no better place to go than to Picture Theatres, may our stars fill our eyes with star-dust, may the public become stargazers; and may we reserve the passing of china plates for the traditional service of Church Collections.

Good-bye 1939, you brought us War, but a greater and fuller consciousness of the Rights of Man; and the Divine Use of Democracy. Here's to 1940, Leap Year in which we leap to Victory and to a lasting Peace. I am resolved to establish a Canadian Film Club, what else could any real person do with a flaming torch which has been flung to them, what else but to hold it high for a light to light up our film world; and to see to cut deeply into juicy beefsteak pie, the beefsteak and kidney pie which Dr. Samuel Johnson ate at the Cheshire Cheese, and which enabled him to look every man in the eye!



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"Get-'Em-In Pete Barnes"

Foto-Nite Amateur Show Promotion

NO PRIZE MONEY UNLESS WINNER WILLING TO SELL PHOTOGRAPH RIGHTS

LAST week The Digest presented a story on "Foto-Nite Amateur Show" in order to acquaint exhibitors with the operation of this "get 'em in" showmanship business builder which several theatres have been utilizing successfully at Toronto and throughout Ontario.

There has been considerable discussion due to the fact that the owners of "Foto-Nite" copyrighted their idea and acquainted exhibitors with this fact. Exhibitors have written to The Digest for information as to the operation of the copyright; and the action of the Crown in respect to the use of "Foto-Nite Amateur Show" has raised the question as to whether the Court will find it in the classification of a lottery.

The Digest explained its position in the matter of comment in respect to a question in litigation. In publishing the facts governing the operation of "Foto-Nite" we enable the exhibitors to form their own opinion on the subject, and to secure such legal advice as they deem necessary. In view of the fact that there is no consideration involved, that the winner is not obliged to purchase a ticket, that the selection is made on the stage of the theatre, and that a show is utilized for the purpose of public selection, that the winner must be willing to sell his or her photograph for exhibition purposes; and that it is only through the purchase of such photograph that any money is paid, this does not constitute a lottery in our interpretation of the Act governing same. However, here is the story as explained by the owners of the copyright, who know more about its operation than we do. We published that it was not necessary for the winner to purchase a ticket, nor to be in the theatre on the night of the presentation of the Amateur Show, we add to this former information these facts:

"On the night of the 'Foto-Nite Amateur Show', 4 cards, size 11 by 14, bearing numbers 1 to 4, are placed on the drop curtain and the Master of Ceremonies then asks the employee of the bank to bring forward the 'Foto-Nite' Ledger. He then asks the Manager of the theatre for the key to this Ledger and after opening it, inserts the Ledger Sheets containing the names of new registrations since the last 'Foto-Nite' and will also insert the Ledger Sheet taken out on the last 'Foto-Nite', which Ledger Sheet contains the name of the person selected. After this is done, the Master of Ceremonies then passes out 4 slips of paper amongst the audience and requests them to submit 4 numbers not under 101 or over the amount of registrations obtained. The person submitting such number writes his name and address down and also receives a pass to the theatre for the trouble in having submitted a number. These slips of paper are then brought back to the stage and each one of them is pinned on to one of the 4 cards which have been placed on the drop curtain. The Master of Ceremonies then explains to the audience that these are the 4 numbers that have been selected to be used and that by means of an amateur show, the audience itself will decide as to which will be the ultimate number selected. There are 4 amateur acts chosen corresponding to the 4 cards which are placed on the drop curtain, and each act is then requested to perform. After the amateurs have completed their performance, the Master of Ceremonies will then request the amateurs to return on the stage and to stand under each of the 4 cards which were placed on the drop curtain and the Master of Ceremonies will request the audience to applaud for the performer whom they think was in their judgment the best. The performer who receives the greatest amount of applause is declared the winner. The Master of Ceremonies will then remove the slip of paper from the card represented by the winning performer and will read the number sub-

mitted. He will also check with the person submitting such number to verify the number submitted.

A Master of Ceremonies

"The Master of Ceremonies then opens the 'Foto-Nite' Ledger and turns to the Sheet containing the number and removes it from the Ledger, and then calls out the name corresponding with such number. If the party whose name is called responds, the Master of Ceremonies will then give this party a pass to the theatre to be used the following 'Foto-Nite'. This is all the person receives, and it is immaterial whether such person, when called, is actually within, or in the lobby, or outside the theatre, in proximity thereto.

Purchasing the Photo

"The Master of Ceremonies will then ask the person receiving the pass whether he wishes to sell his photograph to the theatre, and if such person is willing to sell his photograph, and if such person is willing to allow the manager to exhibit the photograph both inside and outside the theatre as advertising matter, and if such person is prepared to sell all advertising rights in the photograph to the theatre, then the theatre management will offer to purchase that photograph for the stated amount.

"The Master of Ceremonies makes it perfectly clear that whether the person whose name is selected is in the auditorium, standing in the lobby, or standing outside, even though that person has not purchased a ticket, then he is still eligible to sell his photograph to the theatre. So that it is very clear that it is not necessary to purchase a ticket of admission in order to be eligible.

Accumulation of Money

"If, on the other hand, the person whose name is selected does not wish to sell his photograph, which sale includes all advertising rights as mentioned above, then the management of the theatre will pay that party \$1.00 for having signed the registration card, but will not under any circumstances pay the designated sum which has been offered for a photograph. If, on the other hand, the party whose name is selected does not respond, then the management will send to this person the sum of \$1.00 for having signed the registration card. But the following week, the amount offered for the purchase of a photograph will be increased and accumulates in this way from week to week until some person responds when the name is called and is prepared to sell the management of the theatre his or her photograph, including all advertising rights in connection therewith.

"The Ledger Sheet, which has been removed and which contains the name of the person selected is retyped and new numbers given to all persons on that Sheet so that no one knows what number corresponds to any name.

No Consideration Involved To Win

"It is very clear, therefore, that a person whose name is selected and whose photograph shall be purchased, is and may continue to be eligible as a person to be selected, whether such person has even been or ever will be a purchaser of a ticket for the theatre, or is stationed in the theatre, standing in the lobby, or standing outside but in proximity to the theatre, even without purchasing a ticket."

You have the complete story as presented in The Digest issue of Dec. 23rd and in the current issue. "Foto-Nite Amateur Show" is a special feature introduced for one night only during the week and selected as a builder-up for that night which is the weak sister of the week for business. It appears to be rapidly gaining in favour and we understand that it has been successfully operating in the U.S. for the past seven years.

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BRANCHES AT: HALIFAX TORONTO WINNIPEG REGINA CALGARY VANCOUVER

ONCE again we Spotlight the events of the past year, picking out the highlights in 1939's motion picture developments in Canada. It has been a year of great activity, new theatres have been built, and the industry has increased in size and importance in Canada. Vaudeville shows have shown a strong return to favour . . . the use of giveaways has spread until both independent and circuit operators are using the giveaway in the operation of their houses.

Let us turn through the files of The Digest, and sum up the year 1939.

January — Order-in-Council passed by the Province of New Brunswick amending the Theatre Act of 1931, decreasing the amusement tax on theatre admissions . . . Vivien Leigh chosen to play "Scarlett O'Hara" in Selznick's "Gone With The Wind" . . . British Columbia Independent Booking & Buying Circuit comprising 10 theatre members fights for recognition as a Co-operative Booking unit . . . News of the Canadian Government's plans for a National Film Board to consist of a film commissioner and a board of eight, including the Minister of Trade, comes from Ottawa . . . Digest campaigns for Canadian and American newsreel co-operation for Their Majesties Visit . . . Toronto Council says thumbs down on Ontario Legislature Order-in-Council prohibiting erection of theatres within 200 feet of churches . . . United Amusements of Montreal, show increased profits. Earnings equal \$1.31 per share, compared with \$1.24 per share in previous year . . . Toronto Board of Control turns down request from Windsor City Council for support in the latter's effort to secure legislation to permit municipalities to impose an amusement tax on moving picture theatre admissions . . . Eastern Theatre Ltd., Toronto, reports net profits of \$45,757 for 52 weeks ended Dec. 1938 . . . Metro-Goldwyn-Mayer announces 52 features for 1939 . . . The Motion Picture Distributors and Exhibitors of Canada meet at Toronto and re-elect President Colonel John A. Cooper, and E. H. Wells as Secretary



By MERRYL LEA

. . . March—The House of Commons gives third reading to the bill setting up a National Film Board . . . Captain Frank Badgley, Director of the Canadian Government Motion Picture Bureau at Ottawa, completes trans-Canada tour to arrange for newsreel coverage for Their Majesties Visit . . . Nova Scotia Legislature passes the Patterson Act to amend The Theatres and Cinematographs and Amusements Act which provides for Government jurisdiction of film business in this province. The Act, however, cannot come into force without an order from The Governor-in-Council . . . Motion Picture interests kill introduction of daylight saving time in British Columbia . . . Bill Leavitt, pioneer showman of Exeter, Ontario, passes . . . The University of New Brunswick confers honorary Doctor degree on Louis B. Mayer . . . Nova Scotia exhibitors and distributors set up Conciliation Board at Halifax for the self-regulation of the industry in that province . . . Columbia announces production of 40 features, 16 westerns for 1939-40 production . . . Calgary Branch leads in RKO Radio George Schaefer Drive, H. F. Taylor, Exchange Manager . . . O. J. Silverthorne reveals propaganda from foreign countries in motion pictures, his biggest headache. Censor's report states 280 films required deletion, and 2 films rejected entirely . . . Allen's Theatres Ltd. show profit . . . Ontario Govt. Treasury Dept. reports imports of foreign films into Canada are up . . . Quebec City Exhibitors close theatres in protest against new 10% tax, claiming they are being forced to pay almost 40% of their receipts in taxes . . . Anti-Protection League formed . . .

Heavy rainfall in Saskatchewan, after ten years' drought conditions, presages improved business for theatres . . . British Columbia Independent Booking Circuit elects Howard Boothe, Dunbar Theatre, Vancouver, as president of the Circuit . . . G. B. Garbarino, veteran Toronto exhibitor, passes in his sixty-second year . . . Quebec City's 11 theatres remain closed, win fight for removal of new 10% tax . . . Nova Scotia Exhibitors Association elects W. H. Cuzner, President . . . Famous Players Canadian Corporation hold four-day Convention at Niagara Falls, attended by managers all over Canada, and representatives of producer-distributors in U.S. . . . Dave Griesdorf, Winnipeg, wins prize as leading branch manager in East Division in United Artists 20th Anniversary Drive . . . Toronto film colony holds successful Golf Tournament at Oakdale . . . Anna Neagle and Herbert Wilcox, star and producer of RKO Radio's "Nurse Edith Cavell" make personal appearance in conjunction with the showing of the film at the opening of the Canadian National Exhibition at Toronto . . . Hanson Theatres introduce Foto-Nite Amateur Shows to promote attendance . . . Warner Bros. announce new Merchandising Policy for season 1939-40 . . . National Film Board appoints Walter Thompson as Chief Film Censor in Canada . . . Theatre business affected by war news . . . Universal brings new starlet, Gloria Jean, to personal appearance at the Imperial Theatre, Toronto, in connection with premiere of "The Under-Pup" . . . Ontario orders installation of emergency lighting in all theatres in the province, owing to war . . . Canada at war seriously affects theatre business in the Maritimes; theatre blackouts, etc., a problem . . . Theatres co-operate with Voluntary Registration of Canadian Women campaign, by showing short asking women to "join up" . . . Although it was reported that an amusement tax would be introduced during the Ontario Legislative Assembly in September, no mention of the tax was made
(Continued on Page 14)

GREETINGS

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Amusement Tax Levy Rumoured For Ontario

PROVINCIAL LEGISLATURE TO MEET JANUARY 10th

Toronto, Ont.—Rumours of the proposal of an amusement tax levy to be introduced when the Provincial Legislature meets on January 10th, have been circulated here in Toronto. Owing to the Federal income tax cutting into the provincial income tax returns more than previously, it is said that the Treasury will have to find new ways of increasing revenue. The amusement tax was introduced during the last war, and not repealed until 1937.

It will be remembered that at the time of the Amusement Tax repeal, Premier Mitchell Hepburn in his repeal announcement said:

"I doubt if there is a tax in the fiscal system of this or any other Province that gives more annoyance to the people than does the amusement tax. This Government has given considerable study to the question of reducing the amusement tax charged on admissions to entertainments and theatres and places of amusement. It is a difficult and expensive tax to collect, particularly in the smaller centres."

"Nuisance taxes are bad taxes", Premier Hepburn said, "and should be reduced and discarded wherever possible. The Government has decided that on June 1st, 1937, the amusement tax will be totally abolished. I am sure that, in giving up this source of revenue, the Government will earn the commendation of all classes of citizens, for it might be added that this tax reform will put Ontario in a very enviable position in competing for tourist traffic, which is becoming such an important factor in our economic

life, but most of all the abolition of this tax will be of immense benefit to the citizens in what might be termed the lower economic scale, because over 80% of the amusement tax is collected from admissions of 25 cents and under."

In September of this year, a resolution sponsored by the Toronto Motion Picture Operators, was passed at the Trade & Labor Congress, held at London, Ontario. The Resolution stated:

"WHEREAS, the present crisis has a nerve-racking effect upon the population of this country, especially the wives and dependents of the men who have enlisted in His Majesty's Forces, and WHEREAS, it is a known fact that the best and cheapest form of entertainment and relaxation is the Motion Picture, and, WHEREAS, to impose further taxation on the Motion Picture Industry during this crisis would mean increased admission prices and additional costs to soldiers' dependents for this popular form of entertainment, BE IT RESOLVED that this Convention go on record and ex-

press to the Federal and Provincial Governments the inadvisability of increasing the taxation of the Motion Picture Industry during the present crisis."

Just prior to when the Legislative Assembly met on September 19th the daily press reported that an amusement tax levy was imminent. At that time The Toronto Evening Telegram said, "There will likely be a difference in the method of its collection, however. Instead of issuing special tax tickets in various price denominations as was done under the old amusement tax legislation, it is expected that the government will collect the tax simply as a percentage of box-office revenue without the use of any tickets. This would eliminate the cost of ticket printing and increase revenue accordingly".

In view of the numerous taxes which the exhibitors now pay, it is questionable whether many of them would be able to carry on with an additional tax burden. It has been said that the public always pays, but if observers have noted the prevalence of giveaways and other inducements offered to increase the attendance, anyone would conclude that the exhibitor is nearly on the verge of giving away his house to keep in business. With the exception of business in a few spots, motion picture business has certainly seen some of its worst days during the present season.

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HOLIDAY GIFT NIGHT

Edmonton, Alta. — Capitol, Rialto, Strand, Empress, Dreamland, Gem, Princess, Roxy and Avenue Theatres in Edmonton each have arranged for special feature pictures and gift nights for New Year's Eve frolics. Managers are looking for unusually good attendances. They expect many to turn to the frolics as a means of relieving their minds of the anxieties of war.

BOY SCOUT MATINEE

Weyburn, Sask. — Manager R. C. Sutherland, at the Hi-Art Theatre, turned his theatre over to the Weyburn Boy Scouts for a Saturday matinee. Admission was one toy. Nearly 500 children attended.

The Spotlight

(Continued from Page 12)

. . . "Beau Geste" banned by Ontario Censor Board owing to war conditions . . . Quebec Allied Theatrical Industries meets at Montreal and re-elect B. E. Norrish President; Eugene Beaulac appointed new manager director . . . The Saint John branch of Regal Films comes out the winner in Canada of the Tom Connors' Summer Drive . . . Special permission given for Québec juveniles to see M-G-M's "Wizard of Oz" . . . Saskatchewan exhibitors meet and re-elect P. W. Mahon President . . . Andy Smith appointed by RKO Radio as new sales manager to handle Canadian and Eastern U.S. Sales . . . Distributors report product sales ahead in October in Calgary territory. Box office upturn seen in key spots . . . Walter Hayner, Sales Manager of Regal Films, passes . . . Proposal by the Anti-Protection League to establish Conciliation Boards in every province in the Dominion . . . Agreement reached between British Columbia motion picture operators and F. P.; Independent exhibitors fight to introduce legislation changing present regulations providing for 2 operators in booth, order passed in October . . . Distributors must pay 12% tax in Newfoundland . . . Gordon Lightstone appointed new Regal Films Sales Manager . . . Red Cross trailer exhibited in

theatres across Canada . . . John Grierson appointed Film Board Commissioner. Trade Minister Euler appoints seven members to assist Board . . . Film Bureau Royal Tour Film distributed by Empire-Universal in Eastern Canada and Columbia Pictures in Western Canada, rental returns donated to the Red Cross . . . Special committee, Colonel John Cooper, Morris Milligan and Nat Taylor, appointed to draw up provisional plans for national clearance boards . . . Reduce duty on imports from England by 10% . . . U-A's "Lion Has Wings" given tremendous campaign across Canada, with co-operation of press, military, etc. . . Rumour distributors to keep film rentals in Canada for duration of the war . . . Hanson Theatres hold two-day Convention at Toronto . . . Film Board filming war preparation film for Canada . . . Calgary exhibitors move to form Association for Alberta exhibitors . . . Ray Lewis forming Canadian Pioneer Film Club for exhibitors and distributors in the moving picture business 25 years or more . . . The Canadian film trade looks forward to 1940, hoping that it may bring peace and good will within the industry as well as increased receipts at the box office!

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